

## REMARKS

Reconsideration is requested. Claims 1-29 are presently pending.

(1) Claims 1-18 and 20-27 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Ross et al., U.S. Patent No. 6,629,135 in view of Leshem et al., U.S. Patent No. 5,870,559; and

(2) Claims 19, 28, and 29 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Ross and Leshem in further view of Gupta et al., U.S. Patent No. 6,226,752.

Applicant respectfully traverses these rejections.

As generally claimed in independent claims 1, 11, and 27, an analysis data window has analysis data. The analysis data is about the effectiveness of a product page, and the type of analysis data is determined automatically by a type of analyst (claims 1 and 27) or by the user's user class (claim 11). As but one example, claim 2 further specifies the "type of analyst", as including any one or more of the following: "an administrator, a marketer, a merchandiser, a Web designer, a store owner of the online store, a system analyst, a product analyst, and a sales analyst." As another example, dependent claim 12 further specifies the user class as including "any one or more of the following: a customer, a merchant, a business analyst, a marketer, a merchandiser, an administrator, a programmer, and a Web designer."

The Examiner points to col. 8, lines 6-19 and col. 15, lines 36-47 of Ross as disclosing an analysis data window. However, Ross states that "[a] valid host representative will have on-demand access to a report showing visits to their links and sales" (col. 15, lines 37-38 of Ross). If the "report" in Ross is considered to be an "analysis data window" for sake of argument, then Ross makes it clear that a requester would not even see a report if the requester is not a valid host representative. Thus, in the situation in Ross where an invalid host representative is found, no report and therefore no "analysis data window" or "analysis data" would be shown.

In the case in Ross where a valid host representative is found, there is no disclosure in Ross that the type of analysis data shown in the report window is determined automatically by a type of analyst or the user class of the user that uses the interface. Instead, it appears in Ross that a valid host representative will have access to any part of the report and there is no type of analysis data that is determined automatically by a type of analyst or the user class of the user that uses the interface.

Thus, Ross does not disclose or imply that the type of analysis data in a data analysis window is determined automatically by a type of analyst (claims 1 and 27) or by the user's user class (claim 11), as recited in Applicant's independent claims.

As for Leshem, Applicant can find no disclosure or implication that the type of analysis data in a data analysis window is determined automatically by a type of analyst (claims 1 and 27) or by the user's user class (claim 11), as recited in Applicant's independent claims. As neither Ross nor Leshem disclose this subject matter, the combination of Ross and Leshem cannot disclose the recited subject matter.

Thus, Applicant respectfully submits that independent claims 1, 11, and 27 are patentable over the combination of Ross and Leshem.

Because independent claims 1 and 11 are patentable over Ross, dependent claims 2-10, 12-18, and 20-26 are patentable for at least the reasons given with respect to independent claims 1 and 11.

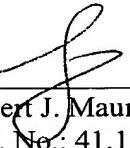
With regard to the rejection set forth above in (2), because independent claims 11 and 27 are patentable, dependent claims 19, 28, and 29 are also patentable for at least the reasons given above with respect to independent claims 11 and 27. Moreover, while Gupta does describe authentication of a user using cookies (see col. 11, line 39 to col. 12, line 61), there is no disclosure or implication in Gupta that a user class is examined using a subfield of a cookie (claim 19) or that the type of analyst is determined automatically by extracting data from a cookie (claims 28 and 29). In other words, the authentication in Gupta does not teach

or imply that a user class or type of analyst is determined from a cookie, as recited in dependent claims 19, 28, and 29.

Thus, Applicant respectfully submits that dependent claims 19, 28, and 29 are patentable over the combination of Ross and Gupta.

Based on the foregoing arguments, it should be apparent that claims 1-29 are thus allowable over the reference(s) cited by the Examiner, and the Examiner is respectfully requested to reconsider and remove the rejections.

Respectfully submitted:



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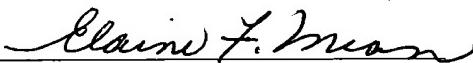
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